

1. (Previously Amended) A method of messaging, comprising:
generating a capcode associated with an advertisement script; and
attaching the advertisement script to a message for a paging service subscriber associated with the capcode.
2. (Currently Amended) The method of Claim 1, further comprising:
storing the capcode in a central database;
programming a paging unit of the paging service subscriber with the capcode;
correlating the capcode stored in the central database with a capcode programmed into the paging unit; and
transmitting the advertisement script and the message to the paging unit programmed with the capcode based upon the correlation.
3. (Previously Amended) The method of Claim 2, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script prior to transmitting the message.
4. (Previously Amended) The method of Claim 2, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script after transmitting the message.
5. (Previously Amended) A method of providing messaging services to paging units, comprising:

generating a capcode associated with an advertisement script, wherein the generated capcode is stored in a central database;

programming a paging unit of a paging service subscriber with the capcode;

attaching the advertisement script to a message for the paging service subscriber associated with the programmed capcode; and

transmitting the advertisement script and the message to the paging unit.

6. (Previously Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script prior to transmitting the message.

7. (Previously Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script after transmitting the message.

14. (Previously Amended) A method of messaging, comprising:

generating a capcode associated with an advertisement script, wherein the capcode is among a plurality of capcodes corresponding to a plurality of paging service subscriber types; and

attaching the advertisement script to a message for a paging service subscriber associated with the capcode.

15. (Previously Amended) The method of Claim 14, wherein the plurality of paging service subscriber types includes at least one of residential paging service subscribers, business paging

service paging subscribers, small business paging service subscribers, and large business paging service subscribers.

16. (Previously Amended) A method of messaging, comprising:

generating a capcode among a plurality of capcodes associated with an advertisement script;

and

attaching the advertisement script to a page message for a paging service subscriber having the capcode.

17. (Previously Amended) The method of Claim 16, wherein the plurality of capcodes corresponds to at least one of a number of advertisement scripts to be attached and a number of times a day the paging service subscriber receives an advertisement script.

19. (Previously Amended) A method for supporting messaging to paging units, comprising:

generating a capcode associated with an advertisement script, wherein the generated capcode is stored in a central database, the capcode corresponding to a paging service subscriber type; and

programming a paging unit of a paging service subscriber with the capcode, wherein the advertisement script is transmitted with a message for the paging service subscriber having the programmed capcode.

20. (Previously Amended) The method of Claim 19, wherein the plurality of paging service subscriber types includes at least one of residential paging service subscribers, business paging

service paging subscribers, small business paging service subscribers, and large business paging service subscribers.

21. (Previously Amended) A method for supporting messaging to paging units, comprising:
generating a capcode among a plurality of capcodes associated with an advertisement script,
wherein the generated capcode is stored in a central database;
programming a paging unit of a paging service subscriber with the capcode, wherein the
advertisement script is transmitted with a message for the paging service subscriber
having the programmed capcode.

22. (Previously Amended) The method of Claim 21, wherein the plurality of capcodes
corresponds to at least one of a number of advertisement scripts to be attached and a number of
times a day the subscriber receives an advertisement script.

23. (Currently Canceled)

24. (Previously Added) The method of Claim 1, further comprising replaying said
advertisement script as a voice signal.

25. (Previously Added) The method of Claim 5, further comprising replaying said
advertisement script as a voice signal.

26. (Previously Added) The method of Claim 14, further comprising replaying said
advertisement script as a voice signal.